

**AMENDMENTS**

**IN THE CLAIMS**

*Please amend the claims as set forth below.*

1-20 (Cancelled)

21. (NEW) A method for processing a purchase transaction over a network comprising the steps of:

receiving at a server first user information from a first user, where the first user information comprises the identity of the user;

receiving at the server a plurality of transaction descriptions;

generating at the server a unique email address for each of the plurality of transaction descriptions, where email transmissions sent to the unique email address are accessible by the first user;

generating at the server a transaction description page for each of the transaction description, where the transaction description page includes a message soft button that enables an email message to be sent to the unique email address associated with the transaction description and does not provide the identity of the first user;

storing at a storage device the received plurality of transaction descriptions, the transaction description page generated for each transaction description, and the unique email address for each transaction description;

receiving at the server a request from a second user for at least one of the plurality of transaction descriptions;

displaying at least one of the transaction description pages from the server to the second user, where the at least one displayed transaction description page corresponds to the requested transaction description;

receiving an email transmission at the server, where the email transmission is from the second user activating the message soft button and the email transmission is directed toward the unique email address and does not provide the identity of the second user;

receiving a request at the server from the first user to view at least one of the plurality of transaction descriptions;

generating at the server a display page comprising at least one transaction description hyper-text links and at least one message hyper-text links, where:

a) the at least one transaction description hypertext link corresponds to one transaction description page for a transaction description; and

b) the at least one message hyper-text link corresponds to one unique email address; and

transmitting from the server the display page to the first user;

receiving at the server a request to access at least one email transmission;

transmitting an email page from the server to the first user, where the email page comprises:

a) the text of the email transmission; and

b) a message soft button that enables an email message to be sent to the second user at the unique email address associated with the transaction description; and

receiving a second email transmission at the server.

22. (NEW) The method of claim 21, wherein the at least one of the plurality of transaction descriptions is an offer for sale of at least one of a good and a service.

23. (NEW) The method of claim 22, where the at least one of a good and a service comprises a real estate listing.

24. (NEW) The method of claim 22, where the at least one of a good and a service comprises

a retail product.

25. (NEW) The method of claim 21, where:

- a) at least one of the plurality of transaction descriptions is received from a first user;
- b) each of the plurality of transaction descriptions is an offer for sale of at least one of a good and a service;
- c) each of the plurality of transaction descriptions comprise identification indicia, price indicia and location indicia; and
- d) each of the plurality of transaction descriptions is associated with the first user and the first user information.

26. (NEW) A computer readable medium containing code for causing a processor to perform a purchase transaction over a network, the computer readable medium comprising:

code for receiving at a server first user information from a first user, where the first user information comprises the identity of the user;

code for receiving at the server a plurality of transaction descriptions;

code for generating at the server a unique email address for each of the plurality of transaction descriptions, where email transmissions sent to the unique email address are accessible by the first user;

code for generating at the server a transaction description page for each of the transaction description, where the transaction description page includes a message soft button that enables an email message to be sent to the unique email address associated with the transaction description and does not provide the identity of the first user;

code for storing at a storage device the received plurality of transaction descriptions, the transaction description page generated for each transaction description, and the unique email address for each transaction description;

code for receiving at the server a request from a second user for at least one of the plurality of transaction descriptions;

code for displaying at least one of the transaction description pages from the server to the second user, where the at least one displayed transaction description page corresponds to the requested transaction description;

code for receiving an email transmission at the server, where the email transmission is from the second user activating the message soft button and the email transmission is directed toward the unique email address and does not provide the identity of the second user;

code for receiving a request at the server from the first user to view at least one of the plurality of transaction descriptions;

code for generating at the server a display page comprising at least one transaction description hyper-text links and at least one message hyper-text links, where:

a) the at least one transaction description hypertext link corresponds to one transaction description page for a transaction description; and

b) the at least one message hyper-text link corresponds to one unique email address; and

code for transmitting from the server the display page to the first user;

code for receiving at the server a request to access at least one email transmission;

code for transmitting an email page from the server to the first user, where the email page comprises:

a) the text of the email transmission; and

b) a message soft button that enables an email message to be sent to the second user at the unique email address associated with the transaction description; and

code for receiving a second email transmission at the server.

27. (NEW) The computer medium of claim 26, wherein the at least one of the plurality of transaction descriptions is an offer for sale of at least one of a good and a service.
28. (NEW) The computer medium of claim 27, where the at least one of a good and a service comprises a real estate listing.
29. (NEW) The computer medium of claim 27, where the at least one of a good and a service comprises a retail product.
30. (NEW) The computer medium of claim 26, where:
- a) at least one of the plurality of transaction descriptions is received from a first user;
  - b) each of the plurality of transaction descriptions is an offer for sale of at least one of a good and a service;
  - c) each of the plurality of transaction descriptions comprise identification indicia, price indicia and location indicia; and
  - d) each of the plurality of transaction descriptions is associated with the first user and the first user information.
31. (NEW) A system for processing a purchase transaction over a network comprising:
- means for receiving at a server first user information from a first user, where the first user information comprises the identity of the user;
  - means for receiving at the server a plurality of transaction descriptions;
  - means for generating at the server a unique email address for each of the plurality of transaction descriptions, where email transmissions sent to the unique email address are accessible by the first user;
  - means for generating at the server a transaction description page for each of the transaction description, where the transaction description page includes a message soft button that enables an email message to be sent to the unique email address associated with the

transaction description and does not provide the identity of the first user;

means for storing at a storage device the received plurality of transaction descriptions, the transaction description page generated for each transaction description, and the unique email address for each transaction description;

means for receiving at the server a request from a second user for at least one of the plurality of transaction descriptions;

means for displaying at least one of the transaction description pages from the server to the second user, where the at least one displayed transaction description page corresponds to the requested transaction description;

means for receiving an email transmission at the server, where the email transmission is from the second user activating the message soft button and the email transmission is directed toward the unique email address and does not provide the identity of the second user;

means for receiving a request at the server from the first user to view at least one of the plurality of transaction descriptions;

means for generating at the server a display page comprising at least one transaction description hyper-text links and at least one message hyper-text links, where:

a) the at least one transaction description hypertext link corresponds to one transaction description page for a transaction description; and

b) the at least one message hyper-text link corresponds to one unique email address; and

means for transmitting from the server the display page to the first user;

means for receiving at the server a request to access at least one email transmission;

means for transmitting an email page from the server to the first user, where the email page comprises:

- a) the text of the email transmission; and
  - b) a message soft button that enables an email message to be sent to the second user at the unique email address associated with the transaction description; and means for receiving a second email transmission at the server.
32. (NEW) The system of claim 31, wherein the at least one of the plurality of transaction descriptions is an offer for sale of at least one of a good and a service.
33. (NEW) The system of claim 32, where the at least one of a good and a service comprises a real estate listing.
34. (NEW) The system of claim 32, where the at least one of a good and a service comprises a retail product.
35. (NEW) The system of claim 31, where:
- a) at least one of the plurality of transaction descriptions is received from a first user;
  - b) each of the plurality of transaction descriptions is an offer for sale of at least one of a good and a service;
  - c) each of the plurality of transaction descriptions comprise identification indicia, price indicia and location indicia; and
  - d) each of the plurality of transaction descriptions is associated with the first user and the first user information.
36. (NEW) A method for processing a purchase transaction over a network comprising the steps of:
- receiving at a server first user information from a first user, where the first user information comprises the identity of the user;
  - receiving at the server a transaction description;
  - generating at the server a unique email address for the transaction description, where

email transmissions sent to the unique email address are accessible by the first user;

generating at the server a transaction description page for the transaction description, where the transaction description page includes a message soft button that enables an email message to be sent to the unique email address associated with the transaction description and does not identify the first user;

storing at a storage device the received transaction description, the transaction description page generated for the transaction description, and the unique email address for each transaction description;

receiving at the server a request from a second user for the transaction description;

displaying the transaction description page from the server to the second user;

receiving an email transmission at the server, where the email transmission is from the second user activating the message soft button, the email transmission is directed toward the unique email address and does not provide the identity of the second user;

receiving a request at the server from the first user to view the transaction description;

generating at the server a listing page containing the transaction description and at least one message hyper-text link, where the at least one message hyper-text link corresponds to a unique email address;

transmitting from the server the display page to the first user;

receiving at the server a request to access at least one email transmission;

transmitting an email page from the server to the first user, where the email page comprises:

- a) the text of the email transmission; and
- b) a message soft button that enables an email message to be sent to the second user at the unique email address associated with the transaction description; and



receiving a second email transmission at the server.

37. (NEW) The method of claim 36, wherein the at least one of the plurality of transaction descriptions is an offer for sale of at least one of a good and a service.

38. (NEW) The method of claim 37, where the at least one of a good and a service comprises a real estate listing.

39. (NEW) The method of claim 37, where the at least one of a good and a service comprises a retail product.

40. (NEW) The method of claim 36, where:

a) at least one of the plurality of transaction descriptions is received from a first user;

b) each of the plurality of transaction descriptions is an offer for sale of at least one of a good and a service;

c) each of the plurality of transaction descriptions comprise identification indicia, price indicia and location indicia; and

d) each of the plurality of transaction descriptions is associated with the first user and the first user information.

41. (NEW) A computer readable medium containing code for causing a processor to perform a purchase transaction over a network, the computer readable medium comprising:

code for receiving at a server first user information from a first user, where the first user information comprises the identity of the user;

code for receiving at the server a transaction description;

code for generating at the server a unique email address for the transaction description, where email transmissions sent to the unique email address are accessible by the first user;

code for generating at the server a transaction description page for the transaction description, where the transaction description page includes a message soft button that enables an

email message to be sent to the unique email address associated with the transaction description and does not identify the first user;

code for storing at a storage device the received transaction description, the transaction description page generated for the transaction description, and the unique email address for each transaction description;

code for receiving at the server a request from a second user for the transaction description;

code for displaying the transaction description page from the server to the second user;

code for receiving an email transmission at the server, where the email transmission is from the second user activating the message soft button, the email transmission is directed toward the unique email address and does not provide the identity of the second user;

code for receiving a request at the server from the first user to view the transaction description;

code for generating at the server a listing page containing the transaction description and at least one message hyper-text link, where the at least one message hyper-text link corresponds to a unique email address;

code for transmitting from the server the display page to the first user;

code for receiving at the server a request to access at least one email transmission;

code for transmitting an email page from the server to the first user, where the email page comprises:

- a) the text of the email transmission; and
- b) a message soft button that enables an email message to be sent to the

second user at the unique email address associated with the transaction description; and

code for receiving a second email transmission at the server.

42. (NEW) The computer medium of claim 41, wherein the at least one of the plurality of transaction descriptions is an offer for sale of at least one of a good and a service.

43. (NEW) The computer medium of claim 42, where the at least one of a good and a service comprises a real estate listing.

44. (NEW) The computer medium of claim 42, where the at least one of a good and a service comprises a retail product.

45. (NEW) The computer medium of claim 41, where:

a) at least one of the plurality of transaction descriptions is received from a first user;

b) each of the plurality of transaction descriptions is an offer for sale of at least one of a good and a service;

c) each of the plurality of transaction descriptions comprise identification indicia, price indicia and location indicia; and

d) each of the plurality of transaction descriptions is associated with the first user and the first user information.

46. (NEW) A system for processing a purchase transaction over a network comprising:

means for receiving at a server first user information from a first user, where the first user information comprises the identity of the user;

means for receiving at the server a transaction description;

means for generating at the server a unique email address for the transaction description, where email transmissions sent to the unique email address are accessible by the first user;

means for generating at the server a transaction description page for the transaction description, where the transaction description page includes a message soft button that enables an email message to be sent to the unique email address associated with the transaction description and does not identify the first user;

means for storing at a storage device the received transaction description, the transaction description page generated for the transaction description, and the unique email address for each transaction description;

means for receiving at the server a request from a second user for the transaction description;

means for displaying the transaction description page from the server to the second user;

means for receiving an email transmission at the server, where the email transmission is from the second user activating the message soft button, the email transmission is directed toward the unique email address and does not provide the identity of the second user;

means for receiving a request at the server from the first user to view the transaction description;

means for generating at the server a listing page containing the transaction description and at least one message hyper-text link, where the at least one message hyper-text link corresponds to a unique email address;

means for transmitting from the server the display page to the first user;

means for receiving at the server a request to access at least one email transmission;

means for transmitting an email page from the server to the first user, where the email page comprises:

a) the text of the email transmission; and

b) a message soft button that enables an email message to be sent to the second user at the unique email address associated with the transaction description; and

means for receiving a second email transmission at the server.

47. (NEW) The system of claim 46, wherein the at least one of the plurality of transaction descriptions is an offer for sale of at least one of a good and a service.

48. (NEW) The system of claim 47, where the at least one of a good and a service comprises a real estate listing.

49. (NEW) The system of claim 47, where the at least one of a good and a service comprises a retail product.

50. (NEW) The system of claim 46, where:

- a) at least one of the plurality of transaction descriptions is received from a first user;
- b) each of the plurality of transaction descriptions is an offer for sale of at least one of a good and a service;
- c) each of the plurality of transaction descriptions comprise identification indicia, price indicia and location indicia; and
- d) each of the plurality of transaction descriptions is associated with the first user and the first user information.